

### August 2017 JCTDA Publicity Summary

| Outlet  | Title/Program  | Date Received   | Media Group   | Publicity Value     | Circulation       |
|---|--|-----------------|---------------|---------------------|-------------------|
| Our State   | Solar Spectacular  | Aug-17          | Print         | \$28,540.00         | 218,521           |
| Carolina Country  | Countdown to the Eclipse   | Aug-17          | Print         | \$8,885.00          | 687,574           |
| The Laurel of Asheville   | Outdoors: The Great American Solar Eclipse                                       | August 1, 2017  | Online        | \$582.10            | 11,245            |
| Our State   | Rare Total Solar Eclipse Visible in Western North Carolina on August 21          | August 2, 2017  | Online        | \$267.89            | 135,501           |
| Thrillist   | The Best Places & Events in North Carolina to Watch the Solar Eclipse            | August 3, 2017  | Online        | \$23,714.00         | 11,537,716        |
| The Herald-Sun  | Total eclipse of the sun? Here's a look at the best places to watch on August 21 | August 3, 2017  | Online        | \$1,886.19          | 188,619           |
| WhenIsTheNextEclipse.com  | Go to North Carolina for a mountainous backdrop to the Great American Eclipse    | August 8, 2017  | Online        | \$42.78             | 3,875             |
| Blue Ridge Public Radio   | No Vacancies: Mountain Tourism Has Strongest Summer Yet With Help Of Eclipse     | August 11, 2017 | Online        | \$39.37             | 2,550             |
| Blue Ridge Public Radio   | No Vacancies: Mountain Tourism Has Strongest Summer Yet With Help Of Eclipse     | August 11, 2017 | Radio         | N/A                 | 16,000            |
| Huffington Post   | Eclipse 2017: How A Tiny Town Braces for Blackout                                | August 12, 2017 | Online        | \$176,229.00        | 22,868,700        |
| Huffington Post Canada  | Eclipse 2017: How A Tiny Town Braces for Blackout                                | August 12, 2017 | Online        | \$50,663.00         | 5,066,338         |
| New Orleans Daily Digest  | Eclipse 2017: How A Tiny Town Braces for Blackout                                | August 12, 2017 | Online        | \$620.00            | 1,350             |
| Miami Daily Digest  | Eclipse 2017: How A Tiny Town Braces for Blackout                                | August 12, 2017 | Online        | \$620.00            | 1,350             |
| Rincon News   | Eclipse 2017: How A Tiny Town Braces for Blackout                                | August 14, 2017 | Online        | \$341.00            | 750               |
| Smoky Mountain News   | What to do, where to go? (Solar Eclipse)   | August 15, 2017 | Online        | \$434.00            | 25,552            |
| Mountain Xpress   | Eclipse-related events around WNC  | August 16, 2017 | Online        | \$347.47            | 190,578           |
| Asheville Citizen-Times   | Last chance to make your WNC solar eclipse plans                                 | August 16, 2017 | Online        | \$6,768.54          | 319,384           |
| Asheville Citizen-Times   | Top 5 things to do: Solar Eclipse Events   | August 17, 2017 | Online        | \$6,768.54          | 319,384           |
| Heavy   | Solar Eclipse Viewing Parties in 'Zone of Totality' States                       | August 18, 2017 | Online        | \$101,431.30        | 10,143,130        |
| Our State   | 17 Last-Minute Solar Eclipse-Viewing Events                                      | August 18, 2017 | Online        | \$267.89            | 135,501           |
| WLOS ABC News 13  | Mountain Breweries Join Eclipse Excitement                                       | August 19, 2017 | Online        | \$1,775.00          | 478,510           |
| Asheville Citizen-Times   | What You Need to Know About the Solar Eclipse                                    | August 19, 2017 | Online        | \$6,768.54          | 319,384           |
| Roll Call   | Eclipse Day in Photos  | August 21, 2017 | Online        | \$4,308.60          | 430,860           |
| The Daily Dot   | 12 Breathtaking Instagram Photos of the Solar Eclipse                            | August 21, 2017 | Online        | \$8,826.72          | 8,782,672         |
| Style Blueprint   | Our Favorite Fall Break Destinations   | August 22, 2017 | Online        | \$3,200.00          | 320,000           |
| WLOS ABC News 13  | Mountain Towns Cash in on Solar Eclipse  | August 23, 2017 | Online        | \$1,775.00          | 478,510           |
| AAA Go Carolinas  | Playing with Clay - WNC Pottery Festival   | August 27, 2017 | Online        | \$5,000.00          | 599,800           |
|   |  |                 | <b>TOTALS</b> | <b>\$440,101.93</b> | <b>63,283,354</b> |
| Pineapple Grand Total: Actual Ad Value (\$440,101.93) multiplied by 3 (for editorial value): \$1,320,305.79 |  |                 |               |                     |                   |